

CLAIMS

WHAT IS CLAIMED IS:

1. A wizard for creation of interactive television content comprising:
 - a graphical user interface;
 - a prompt for identifying content to be entered;
 - an input box for collecting said content to be entered;
 - a prompt for identifying the start time; said start time being the time in the program that said content will be displayed; and
 - an input box for collecting said time.
2. The wizard of claim 1 further comprising:
 - a translator for generating an XML file comprising said content.
3. The wizard of claim 2 further comprising:
 - an XSL parser for generating an HTML file.
4. The wizard of claim 3 wherein said XSL parser is adapted to generate an HTML file for a first output device.
5. The wizard of claim 4 wherein a second XSL parser is adapted to generate an HTML file for a second output device.
6. The wizard of claim 1 adapted to create content for a game show.
7. The wizard of claim 1 adapted to create content for voting using interactive television.
8. The wizard of claim 1 adapted to create a form for collecting viewer input.
9. A software structure for the creation of interactive television content comprising:
 - a mechanism for selecting a particular frame of a video program; and
 - a wizard for collecting content, said wizard comprising a graphical prompt for identifying content to be entered by a user, and an input box for collecting content entered by said user.
10. The software structure of claim 9 further comprising:
 - a translator for translating said content into XML.
11. The software structure of claim 10 further comprising:
 - a first XSL parser adapted to generate HTML code for a first display device.
12. The software structure of claim 11 further comprising:
 - a second XSL parser adapted to generate HTML code for a second display device.

13. A software structure for the creation of content that can be displayed on multiple HTML interfaces comprising:
- a prompting wizard for collecting content from a user;
 - a translator for translating said content into XML code; and
 - a plurality of XSL parsers for translating said XML code into HTML code for a plurality of devices for displaying HTML code.
14. A software system used by non-technical users for creating HTML code for a plurality of display devices comprising:
- a graphical prompt for soliciting user input;
 - a translator for translating said user input into XML code; and
 - a first XSL parser for translating said XML code into HTML code for a first HTML display device.
15. The software system of claim 14 further comprising:
- a second XSL parser for translating said XML code into HTML code for a second HTML display device.
16. A software structure for allowing non-technical users to enter content that can be displayed on various interactive television systems comprising:
- input graphics for prompting said user to insert the desired content to be displayed on an HTML page;
 - a translator for translating said content into XML code;
 - a first XSL parser for translating said XML code into HTML code for a first interactive television system; and
 - a second XSL parser for translating said XML code into HTML code for a second interactive television system.
17. A method of creating interactive content for a television program comprising:
- selecting a frame during said television program to display content;
 - using a graphical interface to capture said content;
 - translating said content into XML;
 - parsing said XML using a first XSL parser into HTML code;
 - displaying said HTML code with said television program in an interactive fashion on a first device.

18. The method of claim 17 further comprising:
- parsing said XML using a second XSL parser into HTML code;
 - displaying said HTML code with said television program in an interactive fashion on a second device.
19. A method of generating HTML pages for a plurality of interactive television systems by non-technical users comprising the steps of:
- entering content information to be displayed on said HTML pages in a graphical user interface;
 - translating said content information into XML code;
 - translating said XML code into HTML code for a first interactive television system using a first XSL parser; and
 - translating said XML code into HTML code for a second interactive television system using a second XSL parser.